

**Amendments to the Claims:**

Claims 1, 3-7, 10, 12-23, 26-50 are pending in the subject application. Each of claims 1, 18, and 20 have been amended herein. This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A system for targeting promotions to an individual network device, comprising:

a scheduler which generates a transmission schedule for the transmission of one or more promotions to an individual network device, wherein the transmission schedule (a) specifies when and how the individual network device is to receive the one or more promotions, preparing the individual network device to receive the one or more promotions in advance of the one or more promotions being received by the individual network device, (b) is generated for the individual network device by matching i) a viewership profile generated from viewer usage data collected from the individual network device with ii) a membership criteria which describes a particular demographic, viewership history, or geographic location, and (c) is sent by the scheduler to the individual network device in advance of the one or more promotions being received by the individual network device;

a promotion agent subsystem, located at the individual network device, that receives the transmission schedule from the scheduler, wherein the promotion

agent collects the viewer usage data from the individual network device and processes the transmission schedule to receive the one or more promotions;

a life-cycle manager that receives the viewer usage data collected from the promotion agent subsystem and generates the viewership profile; and

wherein the scheduler instructs a bulk manager server to retrieve the one or more promotions from a database and how to send the one or more promotions retrieved to the individual network device in a manner that the individual network device receives the one or more promotions according to the transmission schedule generated.

2. (Canceled)

3. (Previously Presented) The system of claim 1, wherein the bulk manager server stores promotions to be scheduled for display on the individual network device.

4. (Previously Presented) The system of claim 1, wherein the bulk manager server downloads the promotions to a bulk manager agent.

5. (Original) The system of claim 4, wherein the scheduler sends schedule information to the promotion agent which processes the schedule information and transmits the processed schedule information to the bulk manager agent.

6. (Previously Presented) The system of claim 1, wherein the transmission schedule includes a time schedule for displaying the promotions.

7. (Previously Presented) The system of claim 1, wherein the transmission schedule includes specified promotions for displaying the promotions.

8. (Canceled)

9. (Canceled)

10. (Previously Presented) The system of claim 1, wherein the promotions are stored in a cache.

11. (Canceled)

12. (Previously Presented) The system of claim 1, wherein the promotions are displayed at a designated time.

13. (Original) The system of claim 1, wherein the promotions are displayed when the viewers watch designated shows.

14. (Original) The system of claim 1, wherein the membership criteria are based on demographics of the viewers who use the network devices.

15. (Original) The system of claim 1, wherein the membership criteria are based on geographic locations of the viewers who use the network device.

16. (Original) The system of claim 1, wherein the membership criteria are based on channel and promotion history data.

17. (Original) The system of claim 1, wherein the scheduler schedules the promotions for delivery to specific promotion groups.

18. (Currently Amended) The system of claim 17, wherein the promotions groups are collections of network devices.

19. (Original) The system of claim 18, wherein the promotion groups are based on matching the membership criteria to the viewership profiles.

20. (Currently Amended) A method for targeting promotions to an individual network device, comprising the steps of:

generating a transmission schedule for the transmission of one or more promotions to an individual network device wherein the transmission schedule (a) specifies when and how the individual network device is to receive the one or more promotions, preparing the individual network device to receive the one or more promotions in advance of the one or more promotions being received by the individual network device, (b) is generated for the individual network device by matching i) a viewership profile generated from viewer usage data collected from the individual network device with ii) a membership criteria which describes a particular demographic, viewership history, or geographic location, and (c) is sent to the individual network device in advance of the one or more promotions being received by the individual network device;

sending the one or more promotions to the individual network device based on the transmission schedule; and

instructing a bulk manager server to retrieve the one or more promotions from a database and how to send the one or more promotions retrieved to the individual network device in a manner that the individual network device receives the one or more promotions according to the transmission schedule generated.

21. (Previously Presented) The method of claim 20, further comprising the step of storing the promotions in the bulk manager server.

22. (Original) The method of claim 21, further comprising the step of downloading the promotions to a bulk manager agent.

23. (Original) The method of claim 22, further comprising the step of instructing the bulk manager agent to display selected promotions.

24. (Canceled)

25. (Canceled)

26. (Previously Presented) The method of claim 20, further comprising the step of storing the promotions in a cache.

27. (Original) The method of claim 20, further comprising the step of displaying selected promotions at a designated time on selected network devices.

28. (Original) The method of claim 20, further comprising the step of displaying selected promotions when designated programs are watched by the viewers.

29. (Original) The method of claim 28, wherein the program includes a trigger in the broadcast.

30. (Original) The method of claim 20, further comprising the step of displaying promotions based on viewer behavior.

31. (Original) The method of claim 20, further comprising the step of retrieving the promotions across a unicast medium.

32. (Original) The method of claim 20, wherein the step of developing includes matching the viewership profiles with the membership criteria to generate promotion groups.

33. (Previously Presented) The system of claim 1, wherein the promotion agent subsystem at the individual network device collects data as to which of the one or more promotions of the transmission schedule were actually watched by a viewer associated with the individual network device, and uploads the data collected to provide information relating to the success of the one or more promotions.

34. (Previously Presented) The method of claim 20 further comprising the steps of:

collecting data as to which scheduled promotions were actually watched by a viewer associated with the individual network device; and

uploading the collected data to provide information related to the success of the scheduled promotions.

35. (Previously Presented) The system of claim 1, wherein the promotions are full motion streams presenting commercial information and covering an entire screen area.

36. (Previously Presented) The system of claim 1, wherein the promotions are displayed covering a viewable screen.

37. (Previously Presented) The system of claim 36, wherein the promotions are displayed covering a portion of the viewable screen.

38. (Previously Presented) The system of claim 1, wherein the promotions include promotional content presented in a multimedia format selected from a group consisting of audio, video, graphics, icons, Internet hyperlinks, and combinations thereof.

39. (Previously Presented) The system of claim 1, wherein the promotions are displayed in a format selected from a group consisting of a banner, a hot spot, and a full motion stream.

40. (Previously Presented) The system of claim 1, wherein the promotions are presented in a form selected from a group consisting of an electronic program guide, a channel information bar, and an overlay for video broadcast programming.

41. (Previously Presented) The system of claim 1, wherein the promotions are simultaneously active within a video device, each of the promotions being independently selectable.

42. (Previously Presented) The system of claim 41, wherein each of the independently selectable promotions is presented in a different form selected from a group consisting of an electronic program guide, a channel information bar, and an overlay, and an overlay of video broadcast programming.

43. (Previously Presented) The method of claim 20, further comprising displaying promotions as full motion streams presenting commercial information and covering an entire screen area.

44. (Previously Presented) The method of claim 20, further comprising displaying selected promotions.

45. (Previously Presented) The method of claim 44, wherein displaying includes covering a viewable screen.

46. (Previously Presented) The method of claim 45, wherein displaying includes covering a portion of the viewable screen.

47. (Previously Presented) The method of claim 44, wherein displaying includes presenting promotional content in a multimedia format selected from a group consisting of audio, video, graphics, icons, Internet hyperlinks, and combinations thereof.

48. (Previously Presented) The method of claim 44, wherein displaying includes presenting promotions in a form selected from a group consisting of an electronic program guide, a channel information bar, and an overlay for video broadcast programming.



49. (Previously Presented) The system of claim 44, wherein displaying includes activating the promotions simultaneously within a video device, each of the promotions being independently selectable.

50. (Previously Presented) The system of claim 49, wherein activating includes presenting each of the independently selectable promotions in a different form selected from a group consisting of an electronic program guide, a channel information bar, and an overlay, and an overlay of video broadcast programming.